

KELLOGG'S™/KINECT™ XBOX 360® INSTANT WIN GAME

OFFICIAL RULES

NO PURCHASE NECESSARY. PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED.

1. **HOW TO PLAY:** Visit a participating Walmart store and look inside specially-marked packages of **Keebler® Town House® Original** crackers (16 oz.); **Keebler® Town House® Flipsides® Original** crackers (16 oz.); **Keebler® Club®** crackers (16 oz.); **Cheez-It® Original** crackers (13.7 oz.); **Cheez-It® White Cheddar** crackers (13.7 oz.); **Keebler® Club® Original** crackers (16 oz.); **Keebler® Club® Minis** crackers (11 oz.); **Kellogg's® Rice Krispies Treats® Squares** (16 ct. – original flavor only); **Kellogg's® Nutri-Grain®** Bars (8 ct. – Strawberry, and Apple Cinnamon flavors) (“Participating Products”) for a winning game piece in the **Kellogg's™/Kinect™ Xbox 360® Instant Win Game** (“Game”). If your specially-marked package contains a winning game piece inside, then you win a prize to be determined during the prize claim process (see rule #2) – subject to verification. If your specially-marked package does not contain a winning game piece, you are not a winner. You may also request a free game piece (while supplies last) and a copy of the Official Rules by sending a self-addressed, stamped envelope to: **Kellogg's™/Kinect™ Xbox 360® Instant Win Game**, P.O. Box 7152, Kalamazoo, MI 49003-7152. VT residents may omit return postage. Request for free game piece/rules must be postmarked by 10/31/11 and received by 11/7/11. Game ends 10/31/11. Limit one (1) request per outer stamped mailing envelope. Kellogg Company (“Sponsor”) not responsible for lost, late, misdirected, illegible, incomplete, damaged, postage due or mutilated mail. Sponsor is not responsible for any game piece that is illegible, mutilated, altered, duplicated, tampered with, forged, cut, torn, contains printing, typographical or other errors, distributed where prohibited by law or not obtained legitimately.
2. **TO CLAIM A PRIZE:** If you received a winning game piece, log on to www.kelloggs.com/KinectXbox360 and follow the instructions to complete the **All-K Pass™** registration, and to enter your winning game code found on the winning game piece. If you already have an **All-K Pass™**, log in with your username and password and then follow the instructions to enter your winning game code. You will receive a message indicating the prize that you have won – subject to verification. Follow the online instructions to complete the prize claim process. Prize Pack winners – you will be required to send in your game piece for verification purposes to the Sponsor’s fulfillment provider as indicated in the online instructions. You will receive your prize from Sponsor’s fulfillment provider after receipt of your game piece and verification of your prize claim. Game Prize winners – you will receive your prize from Sponsor’s fulfillment provider after online verification of your prize claim. Points Prize winners: you will receive your prize electronically at the conclusion of the prize claim process after online verification of your prize claim. Be sure to keep the game piece for your records (Prize Pack winners - copy of game piece) and possible additional verification. Prize claims must be submitted by 11:59:59 PM (ET) on 11/30/11. If requested by Sponsor to be submitted, winning game pieces become the property of Sponsor and will not be returned. Neither Sponsor, its related, affiliated or subsidiary companies, nor its advertising or marketing agencies are responsible for lost, late, damaged, incomplete, illegible, postage due, misdirected or mutilated claims.

Prize claims are subject to verification by Sponsor, the judge of the Game, whose decisions are final and binding. Please allow 6 - 8 weeks for verification and notification. Any Official Game Piece/Code that is illegible, mutilated, altered, duplicated, tampered with, forged, cut, torn, contains printing, typographical or other errors, distributed where prohibited by law or not obtained legitimately will be void. If by reason of printing or other error, more prizes are claimed than number set forth in Official Rules, all persons making purportedly valid claims will be included in a random drawing to award the prizes in that category. No more than advertised number of prizes will be awarded. Liability for game piece containing printing or other errors is limited to

replacement with another game piece, while supplies last. The submission of a prize claim is solely the responsibility of the participant.

3. **ELIGIBILITY:** Open to legal residents of the fifty (50) United States and the District of Columbia who are 13 years of age or older. Employees of Kellogg Company, Microsoft Corporation, their respective parent companies, subsidiaries, affiliates, advertising and promotion agencies, participating retailers and immediate family members and/or those living in the same household of each are not eligible to participate.
4. **PRIZES/APPROXIMATE RETAIL VALUE (ARV)/ODDS:** Four (4) Prize Packs – Prize Pack consists of a Xbox 360® 4GB console with Kinect™ Sensor and a copy of “Kinect Adventures” game title (ARV \$299.99 ea./Odds 1:750,000). One Thousand Eight Hundred Thirty (1,830) Game Prizes – A Kinect Game (ARV \$49.99 ea./Odds 1:1,640). Two Thousand One Hundred Ninety Seven (2,197) Points Prizes – 480 Xbox LIVE® Microsoft Points (ARV \$6 ea./Odds 1:1,366). 480 Xbox LIVE® Microsoft Points are subject to the terms and conditions associated with their use. Odds of winning any prize 1:745. Total ARV of all prizes \$105,864. Unclaimed prizes will not be awarded. All applicable federal, state, and local taxes on prizes are the sole responsibility of the prize winners.
5. **GENERAL:** Potential Prize Pack winners (if a minor, their parent or legal guardian) will be required to sign and return a notarized Affidavit of Eligibility/Liability Release and, where permitted by law, Publicity Release to be postmarked within fourteen (14) days after first notification attempt. If prize notification or prize is returned as non-deliverable, prize may be forfeited. No correspondence will be acknowledged. No cash equivalents, substitutions or transfer of prize permitted except that Sponsor reserves the right to substitute a prize of equal or greater value in the event that an offered prize is unavailable. Subject to all federal, state and local laws/regulations. Neither Sponsor, Microsoft Corporation, their respective subsidiaries, affiliates, advertising, promotion agencies nor their employees will have any liability whatsoever for any injuries, losses or damages of any kind caused by any prize or resulting from acceptance, possession, use and/or misuse of any prize or participation in the promotion or any prize-related activities. Acceptance of a prize shall be construed as and signify the winner’s agreement and consent that Sponsor may use the winner’s name, voice, likeness and/or prize information, without limitation, for promotional purposes without further consideration, review, approval or payment, where allowed by law. Winners acknowledge that neither Sponsor nor its agents have made nor are in any manner responsible or liable for any warranty, representation or guarantee, express or implied, in fact or in law, relative to any prize, including, but not limited to, its quality, mechanical condition or fitness for a particular purpose. Any and all warranties and/or guarantees on a prize, if any, are subject to the manufacturers’ terms therefore and winners agree to look solely to such manufacturers for any such warranty and/or guarantee. By participating in this promotion, entrants agree to be bound by the Official Rules and the decisions of the judges, which are final and binding in all respects. Sponsor not responsible for any typographical or other error in the printing of the offer or in administration of the promotion.
6. **INTERNET:** Sponsor not responsible for lost, late, mutilated or illegible prize claims nor for electronic transmission errors resulting in omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of prize claim materials, or for technical, network, telephone equipment, electronic, computer, hardware or software malfunctions or limitations of any kind, or inaccurate transmissions of or failure to receive prize claim information by Sponsor or presenter on account of technical problems or traffic congestion on the Internet or at any website or any combination thereof. If for any reason the Internet portion of the program is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Sponsor which corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Game, the Sponsor reserves the right at its sole discretion, to cancel, terminate, modify or suspend the Game. Caution: Any attempt by any person to deliberately damage any website or undermine the legitimate operation of the Game is a

violation of criminal and civil laws and should such an attempt be made, Sponsor reserve the right to seek damages from any such person to the fullest extent of the law.

7. CONFIDENTIALITY: For information about how the Sponsor uses your personal information, please see its privacy statement, located at <http://www.kelloggcompany.com/privacy.aspx>.
8. For names of Prize Pack and Game Prize winners, send a stamped, self-addressed envelope by 2/28/12 to: **Kellogg's™/Kinect™ Xbox 360® Instant Win Game**, Attn: Winner's List, P.O. Box 7152, Kalamazoo, MI 49003-7152. Winner's list to be available after 12/31/11.
9. SPONSOR: Kellogg Company, One Kellogg Square, Battle Creek, MI 49016.

®,™, © 2010 Kellogg NA Co.